

NFV Creative Coalition Board meeting Aug. 2, 2017

Meeting minutes

Meeting called to order 4:10

Attendees: Susie Kaldis, Dave Mitchell, Carol Newman, Patti Kaech, Mary George, Kate Rawlinson, Jen Sanborn, Spencer Lightfoot.

Welcome visitor Carol Newman, interested in helping with the Board and/or committee.

Minutes from July meeting: Dave moved to accept minutes, Mary G. Seconds votes unanimously approved.

Treasury report: Mary G. Is working with the bank because they have changed their entire system and she needs a current statement. We've paid our CTO invoices, and now we don't have rent payments. She also filed taxes, as well as our Secretary of Renewal and she changed our address with the State and the IRS. More thorough report coming next month.

Upcoming Events:

Pickin in the Park: starts tomorrow. We have partnered with three organizations Hotchkiss Cheerleaders helping tomorrow. Face painter, Annette will also be there. Elsewhere helps next week, Creative Coalition helps on third (Susie and Maeve), Arts for All will do the last one.

200.00 for art supplies. 100.00 from Rob Miller and 100.00 from us.
Rob gave us 500.00 sponsorship for our name on the banner.

Try to get data results (I.e. Head counts) about visitorship.

Space to Create Paonia: Tuesday, Aug. 15th, 11:30-4:00 Margaret Hunt, Dir. CCI, is coming with 5 representatives from Minnesota for the entire day to meet with the town leaders. 11:00-1:00 will be the best time to join the Town of Paonia and Creative Coalition for tour and vision. Then lunch at Edesia. Walking tour and then go Town Hall to have a discussion with the Town Leaders, with specific questions. All Board members are invited and encouraged to attend.

Orton Foundation Grant: the final meeting is coming up. We may need to postpone the meeting because it falls on the same day as the CCI tour. New date needs to be determined. Mary will talk to Alexis first then set a date.

Celebrate the Fork: Art-Ag Tour is required as part of an art/ag tour. So do we get one on the books or do we ask to have it dropped from our application? There are already several planned. We could do it as part of Mtn Harvest Festival if there is space for a self guided tour during the weekend.

Kate thinks we need to do a lot of education within the community as to what the Creative Coalition is and what being part of a District means. What if we do a series of small events to pitch our mission to the public, instead of a tour? Can we pick a creative business in each community to host an event.

Aug Final Friday we will host the Frolic at Second Story Studio

Sept. Possibly the Refinery Final Friday (need to ask Beth)

October 14th: ARt-Ag possibly partnering with the Burlesque show in October/ with lunch at Edesia, with possibly more artists showing works.

Final Friday Frolic: educational piece about what we do is important.

Membership Campaign: Kate has drafted letters for renewals listing our accomplishments, and also for prospective members. She feels that the letters are too long and need a facelift. She will send the prospective through mail, and renewals through email.

SEO: Kate wants to improve the Directory on the website. There aren't enough questions, and there could be some different questions. To encourage the members to elaborate and use key words in their description to optimize the SEO. We need to educate the on this.

Updates:

KPP: we raised \$400.00 from KPP, \$800.00 from auction, and \$100.00 from Jean Ceriani.

Moved out of the office officially.

Sent in Final Report to CCI for FY 2016-2017

ARt Talks (we discussed Artist Statements) Talks to resume in September

Art for West Elks Clinics: approx \$20,000.00 of artists invoices submitted to Hospital.

CTO Marketing Grant- SEO work is underway, final report due in October.

Grant Opportunities:

CTO Marketing \$25,000.00 due Sept 9th. (Although Kate would redesign it with fewer partners.). Her recommended partners:

Blue Sage, Paradise, TLC, Elsewhere, Mountain Harvest, only non-profits, and art related. Possibly have partners join their resources to take out large ads and work together.

Dave moved that we apply for the 2018 CTO Marketing Grant, Jen seconded.

Unanimously approved.

CCI \$10,000 but requires a cash match. Rolling deadline.

New Business:

Meeting Adjourned 6:10